

Get To Know Your Customers Create a buyer's persona

To create the best customer experience, you need to first get to know your customers inside and out.
Find out who they are, what motivates them, and what their pain points are.

Photo	Name			
	Background & Bio	Demographics Gender: Age: Occupation: Education: Income: Location:		
	Personality & Representing Quote			
Goals & Values	Challenges & Pain Points	Objections		

Vision Create a Customer Experience Vision

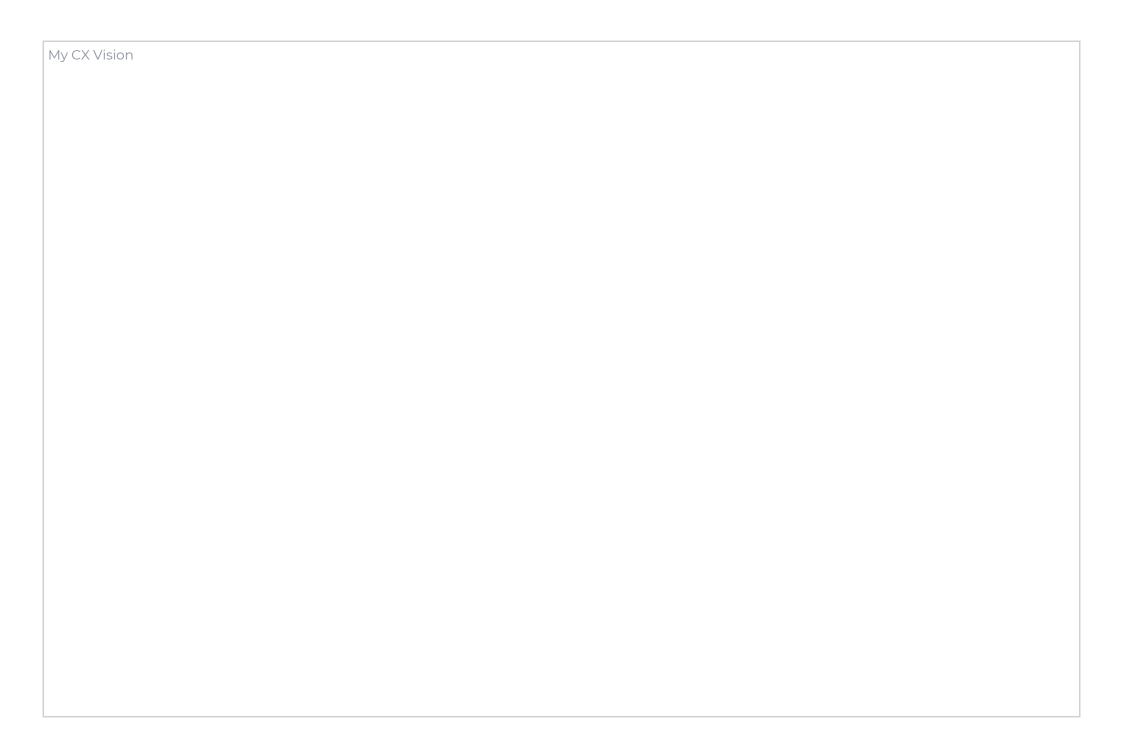
Everything you want your customers to feel and experience when interacting with your product.

Example:

- I want my customers to feel a sense of loyalty every time they interact with my brand
- I want my customers to reach out to you effortlessly for support

Example from other brands:

- Warby Parker: We believe that buying glasses should be easy and fun. It should leave you happy and good-looking, with money in your pocket.
- **IKEA:** Create a better everyday life for the many people.



Map the Customer Journey

Visual representation of the end-to-end process that customers take to complete a goal.

	Start —			
Stages	1 - (Travel) Search	2 - Compare	3 - Book	4 - Get Extra In
Feelings	Excited	Overwhelmed		
Thoughts	I will find the cheapest offer			Those free travel guides are really helpful.
Actions	Searching different destinations. Looking for special offers.		Input Personal Information. Payment Method.	
Touchpoints	Website Mobile App			
Opportunities / challenges	Better overview of prices. Finding travel by price range.			

Stages	1	2	3	4	5
Feelings					
Thoughts					
Actions					
Touchpoints					
Opportunities / challenges					

Design a Good UX User experience is a large part of the customer experience

- **Consistency.** Ensure that customers will have the same experience across devices.
- **Simplicity.** Remove any unnecessary steps in the customer journey.
- **Flow.** Allow customers to smoothly navigate their way across touchpoints.
- **User control.** Give users the ability to use the product independently and efficiently.
- **Accessibility.** Make your product easily accessible to as many customers as possible.

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